CONTRACT

KVVU TV 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Strategic Media Services 3299 K Street NW, Suite 200 Washington, DC 20007 USA

Contract / Re	vision		Alt Order #	
484929	1		06226694	
1				
Estimate #				
		<u>Ori</u>	ginal Date	/ Revision
		1	0/01/12	/ 10/01/12
Billing Cycle	Billing	Cal	<u>endar</u>	Cash/Trade
EOM/EOC	Broado	ast		Cash
Station	Accour	nt E	<u>xecutive</u>	Sales Office
KVVU	Teresa	Dif	uria	TELEREP-PHIL
Special Hand	ing			
Demographic				
Adults 35+				
IDB#	Adverti	ser	<u>Code</u>	Product Code
Agency Ref			Advertiser	Ref
	Estimate # Billing Cycle EOM/EOC Station KVVU Special Hand Demographic Adults 35+	Estimate # Billing Cycle Billing EOM/EOC Broadce Station Accour KVVU Teresa Special Handling Demographic Adults 35+ IDB# Adverti	Estimate # Cori 1 Billing Cycle Billing Cale EOM/EOC Broadcast Station Account E KVVU Teresa Dif Special Handling Demographic Adults 35+ IDB# Advertiser	Estimate # Original Date 10/01/12

Totals

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount 21 KVVU 10/03/12 10/05/12 The Dr.Oz Show 4-5p :30 NM \$175.00 Start Date End Date Spots/Week <u>Rate</u> <u>Weekdays</u> Week: 10/01/12 \$175.00 10/07/12 --WTF--3 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 1 KVVU 10/01/12-10/07/12 The Dr.Oz Show ---WThF----4-5p :30 \$175.00 NM See MG 27.4 2 KVVU 10/01/12-10/07/12 The Dr.Oz Show 4-5p ---WThF----:30 \$175.00 NM See MG 27.4 N 27 KVVU 10/03/12 10/05/12 MORE Access 630-7pm :30 NM 2 \$750.00 Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 \$200.00 --WTF--Spot Ch Start/End Time Type Date Range Description <u>Weekdays</u> <u>Length</u> Rate 1 KVVU 10/01/12-10/07/12 MORE Access 630-7pm ---WThF----:30 \$200.00 NM See MG 40.3,40.4,40.5,40.6,40.7,40.8,40.9 3 KVVU 10/01/12-10/07/12 MORE Access 630-7pm ---WThF----:30 \$200.00 NM See MG 27.4 4 KVVU 10/04/12-10/05/12 Fox 5 News at 6pm ----ThF----:30 M-F 6-630pm \$550.00 NM **MG for 21.1,21.2,27.3** 106 \$51,275.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/09/12	106	\$51,275.00	\$43,583.75
Totals	106	\$51,275.00	\$43,583.75

Signature:	Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *

HEADLINE# 6226694 TRF# 484929 MOD# 1: UNAPPROVED REV #1 \$\$\$

OCT1/12 15.28
*** KVVU-TV ***

ADV AGY CITY TAX ORDER FLIGHT DATES OCT3/12 PRDCT # 1751 DEAN HELLER AGY. ADV. 4 STATE TAX SENATE EST# NAME NAME OCT9/12 STRATEGIC MEDIA SERVICES WASHINGTON, POLI/D HELLER/R/SEN/NV 3299 K. STREET NW, SUITE 200 CONTRACT WK-1 # COMMENTS: DC 6226694 20007 CO-OP (LINE, BILLING ORDER, NEEDED INVOICE) CLASS: SALES BUYER NAME REP.# PRSN NATL. PH-NEIL WILLIAMS OFF.# 762 TERESA DIFURIA LOCAL DATE SALESMAN REGIONAL OCT1/12 # 15 . 28

TO ROSE OK'D M2 SEE LINE TOTAL SAME PLS CNF THANKS 49

REP:

STA:

CON C N * * * * THIS S Ø CASH IN ADVANCE SCHEDULE

PROGRAM : CON COM1:	27	PROGRAM: ORD COM1: THIS IS A THIS IS A	49	PROGRAM :	21	: LINE#:REP
AM : MORE OM1: MAX 1X DAY	s 600P-700P		A 600P-630P	AM : DR OZ OM1: MAX 1X DAY	S 400P-500P	:CD: TIME PERIOD
	30	G 6P NEWS. NO	30		30	: LGTH : SEC
	\$200.00	NEWS SPOTS N/A. MG 6P NEWS. NOT PREBOOKED PLS AD MAKE-GOOD FOR OCT3 ON LINE-21 FOR 2 SPOTS/WK MAKE-GOOD FOR OCT3 ON LINE-27 FOR 1 SPOT/WK	\$550.00		\$175.00	: RATE
	10/3	PLS ADVISE. POTS/WK POT/WK	10/3		10/3	: START : DATE
	10/5		10/5		10/5	: END : DATE
	Н		Н		Н	: SPTS: WEEK
	W-F		W – F		W-F	WEEK : DAYS
	Н		1		Н	:TOTL:

REP HEADLINE# 6226694 TRF# 484929 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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CHANGES *

OCT1/12 15.28
*** KVVU-TV ***

OCT/12 51275.00	STATION MAKEGOOD OFFERS: M2 OK'D BUY#21 BUY#27	:LINE#:REP :CD: TINE
	MIS	TIME PERIOD : LGTH : SEC :
	SED:W-F/400P-500P OCT3(2/WK) 30S W-F/600P-700P OCT3 30S FER:W-F/600P-630P OCT3 30S CMT:SPOTS N/A. MG 6P NEWS. NOT PREBOOKED PLS ADVISE.	RATE : START : END :SI
CONTRACT TOTAL TOTAL SPOTS	\$175.00 \$200.00 \$550.00	END :SPTS: WEEK: DATE : /WK: INVT :
TAL 51275.00 OTS 106	(OCT1/12) PLS ADVISE.	DAYS : TOTL:

MARKET TOTALS \$256,375 KVVU 20% KSNV 28% KTUD 0% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

REP HEADLINE# 6226694
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

JUL9/12 13.15
*** KVVU-TV ***

CITY TAX STATE TAX CO-OP BILLING NEEDED	FLIGHT DATES OCT3/12 OCT9/12 WK-1	PRDCT DEAN HELLER 4 SENATE EST# COMMENTS: (LINE, ORDER, INVOICE)	ORDER # 48 4626 CONTRACT # 6226694 CLASS: NATL. I	WASHINGTON, DC 20007	3299 K. STREET NW, SUITE 200 SALES PRSN PH- 1	AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL V	ADV # ADV. NAME POLI/D HELLER/R/SEN/NV REP.# OFF.	
DATE			S: NATL. LOCAL		PRSN	R NAME NEIL WILLIAMS	+OFF.#_762	
DATE JUL9/12 13.15			REGIONAL		TURIA		SALESMAN #	

REP: NEW HELLER FOR SENATE ORDER TOTAL \$51275
PLS CNF THANKS TO ROSE FR NIKKI

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

PROGRAM: NEWS CON COM1: MAX 1X DAY	4 600A-700A	PROGRAM: NEWS CON COM1: MAX 1X DAY	3 600A-700A	PROGRAM : NEWS CON COM1: MAX 1X DAY	2 500A-600A	PROGRAM: NEWS CON COM1: MAX 1X DAY	1 500A-600A	:LINE#:REP :CD: TIME PERIOD
	30		30	Charles and a second	ω Ο	4	30	: LGTH : SEC
	\$450.00		\$450.00		\$250.00		\$250.00	: RATE
	10/8		10/3		10/8		10/3	: START
	10/9		10/5		10/9		10/5	: END
	N		ω		N		ω	: /WK: INVT
	M-TU		W-F		M-IO		W- H	
								DAYS
	Ν		ω		N		ω	: TOTL:

REP: TEL# 610-293-4100 FAX# 610-225-1191 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

JUL9/12 13.15 *** KVVU-TV ***

PROGRAM :	13	PROGRAM : CON COM1:	12	PROGRAM : CON COM1:	11	PROGRAM :	10	PROGRAM : CON COM1:	9	PROGRAM : CON COM1:	ω	PROGRAM : CON COM1:	7	PROGRAM :	Ø)	PROGRAM : CON COM1:	ίπ	: LINE#:REP :CD:
DIVORCE COURT MAX 1X DAY	1200N-100P	BETTER MAX 1X DAY	1100A-1200N	BETTER MAX 1X DAY	1100A-1200N	DR OZ MAX 1X DAY	1000A-1100A	DR OZ MAX 1X DAY	1000A-1100A	MORE MAX 2X DAY	900A-1000A	MORE MAX 2X DAY	900A-1000A	NEWS MAX 2X DAY	700A-900A	NEWS MAX 2X DAY	700A-900A	TIME PERIOD
h	30		30		30		30		30		30		30		30		3 O	: LGTH : SEC
	\$100.00		\$100.00		\$100.00		\$125.00		\$125.00		\$150.00		\$150.00		\$425.00		\$425.00	RATE
	10/3		10/8		10/3		10/8		10/3		10/8		10/3		10/8		10/3	: START
	10/5		10/9		10/5		10/9		10/5		10/9		10/5		10/9		10/5	: END
	ω		N		ω		22		ω		4.		σ		4		σ	: SPTS: 1
	W – Ħ		M-TU		W – H		M-TU		M – Ħ		M-TU		W— н	.*	M-IU		W – Ħ	WEEK : DAYS
	ω		N		ω		N		ω		4		Ø		44		o)	:TOTL:

REP HEADLINE# 6226694
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

REP JUL9/12 13.15 *** KVVU-TV ***

: LINE#:REP :CD:	TIME PERIOD :	LGTH : SEC	RATE	: START : DATE	: END	:SPTS:	WEEK : DAYS	:TOTL:
14	1200N-100P	30	\$100.00	10/8	10/9	Ν	M-TU	N
PROGRAM :	DIVORCE COURT MAX 1X DAY							
15	100P-200P	30	\$100.00	10/3	10/5	ω	W-E	ω
PROGRAM :	COLD CASE FILES MAX 1X DAY							
16	100P-200P	30	\$100.00	10/8	10/9	N	M-TU	Ν
PROGRAM : CON COM1:	COLD CASE FILES MAX 1X DAY							
17	200P-300P	30	\$150.00	10/3	10/5	ω	W-H	ω
PROGRAM : CON COM1:	: KATIE COURIC : MAX 1X DAY							
18	200P-300P	30	\$150.00	10/8	10/9	N	M-IO	N
PROGRAM : CON COM1:	: KATIE COURIC : MAX 1X DAY							
19	300P-400P	30	\$175.00	10/3	10/5	ω	W-H	ω
PROGRAM : CON COM1:	ANDERSON COOPER MAX 1X DAY							
20	300P-400P	30	\$175.00	10/8	10/9	2	M-TU	N
PROGRAM : CON COM1:	ANDERSON COOPER MAX 1X DAY							
21	400P-500P	30	\$175.00	10/3	10/5	ω	W-H	ω
PROGRAM : CON COM1:	DR OZ MAX 1X DAY							
22	400P-500P	30	\$175.00	10/8	10/9	N	M-IO	N
PROGRAM : CON COM1:	DR OZ MAX 1X DAY							

REP: TEL# 610-293-4100 FAX# 610-225-1191 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

P JUL9/12 13.15 *** KVVU-TV ***

:LINE#:REP :CD:	TIME PERIOD	: LGTH : SEC :	RATE	: START	: END : DATE	: SPTS: W	WEEK : DAYS	:TOTL:
23	500P-530P	30	\$275.00	10/3	10/5	ω	W - F	ω
PROGRAM : CON COM1:	NEWS MAX 1X DAY							
2 4	500P-530P	30	\$275.00	10/8	10/9	N	M-TU	N
PROGRAM : CON COM1:	NEWS MAX 1X DAY							
25	530P-600P	30	\$275.00	10/3	10/5	ω	W - F	ω
PROGRAM : CON COM1:	NEWS MAX 1X DAY							
200	530P-600P	30	\$275.00	10/8	10/9	N	M-IO	N
PROGRAM : CON COM1:	NEWS MAX 1X DAY							
27	600P-700P	30	\$200.00	10/3	10/5	ω	W − F	ω
PROGRAM : CON COM1:	MORE MAX 1X DAY							
28	600P-700P	30	\$200.00	10/8	10/9	N	M-TU	N
PROGRAM : CON COM1:	MORE MAX 1X DAY							
29	700P-730P	30	\$300.00	10/3	10/5	ω	W − Ħ	ω
PROGRAM : CON COM1:	EXTRA MAX 1X DAY							
30	700P-730P	30	\$300.00	10/8	10/9	N	M-IU	N
PROGRAM : CON COM1:	EXTRA MAX 1X DAY							
31	730P-800P	30	\$500.00	10/3	10/5	ω	W – F	ω
PROGRAM :	TMZ MAX 1X DAY							

REP: TEL# 610-293-4100 FAX# 610-225-1191 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

CREDIT RISK !!!

HARRIS REPORT FROM REP JUL9/12 13.15

*** KVVU-TV ***

:LINE#:REP :CD:	: TIME PERIOD :	LGTH : SEC	: RATE	: START	: END	:SPTS:	WEEK : DAYS	: TOTL:
3 N	730P-800P	30	\$500.00	10/8	10/9	N	M-IU	N
PROGRAM : CON COM1:	: TMZ : MAX 1X DAY							
ω ω	1000P-1100P	30	\$825.00	10/3	10/5	ω	₩ -	ω
PROGRAM : CON COM1:	: NEWS : MAX 1X DAY							
34	1000P-1100P	30	\$825.00	10/8	10/9	N	M-TU	N
PROGRAM : CON COM1:	: NEWS : MAX 1X DAY							
35	1100P-1135P	30	\$475.00	10/4	10/4	Ъ	THU	1
PROGRAM	: NEWS							
36	1000P-1100P	30	\$500.00	10/6	10/6	Ъ	SAT	ב
PROGRAM	: NEWS							
37	800A-900A	30	\$325.00	10/7	10/7	Н	SUN	Ľ
PROGRAM	: NEWS		40					
38	900A-1000A	30	\$1,750.00	10/7	10/7	Ъ	SUN	ப
PROGRAM	: NFL PREGAME		→					
39	1000A-100P	30	\$5,150.00	10/7	10/7	N	SUN	N
PROGRAM	: NFL		0					
40	100P-400P	30	\$5,500.00	10/7	10/7	2	SUN	N
PROGRAM	: NFL		*	Z				
41	1000P-1045P	30	\$700.00	10/7	10/7	1	SUN	Н
PROGRAM	NEWS		T)					
42	1045P-1100P	30	\$475.00	10/7	10/7	Н	SUN	Ь
PROGRAM	: SPORTS WRAP UP	,,						

REP HEADLINE# 6226694
*** ORIGINAL REV#0 ***

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JUL9/12 13.15
*** KVVU-TV ***

OCT/12 :LINE#:REP :C 51275.00 :CD: TIME PERIOD LGTH : SEC RATE START DATE END : /WK: INVT : CONTRACT TOTAL TOTAL SPOTS DAYS 51275.00 105 :TOTL:

SVC- NSI DEMOS- RA35+*

MARKET TOTALS \$256,375

KVVU 20%

KSNV 28% KTUD 0%

KLAS 26%

KTNV 18%

KVMY 5%

KVCW 3%

CABL 0%